

Message Text

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FM SECSTATE WASHDC
TO USLO PEKING

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EO 11652 N/A

SUBJECT: PRC SCIENCE BOOK EXHIBIT

REF: PEKING 1036-C

1. RE REFTEL PARA 5, ICA PLANS SEND FOLLOWING LETTER TO REPRESENTATIVE OF ASSOCIATION OF AMERICAN PUBLISHERS AND ASSOCIATION OF AMERICAN UNIVERSITY PRESSES. BELIEVE LETTER WILL BE USEFUL IN ENCOURAGING COOPERATION OF PUBLISHERS IN FUTURE PRC BOOK EXHIBITS. REQUEST USLO CONCURRENCE AND SUGGESTIONS ON TEXT AS APPROPRIATE.

2. BEGIN LETTER TEXT: I AM WRITING TO SHARE WITH YOU THE HIGHLIGHTS OF A REPORT WE HAVE JUST RECEIVED FROM THE U.S. LIAISON OFFICE IN THE PEOPLE'S REPUBLIC OF CHINA DESCRIBING THE FOREIGN SCIENTIFIC AND TECHNICAL PUBLICATIONS EXHIBITION HELD IN PEKING MARCH 18-APRIL 15.

3. THE EXHIBITION CONTAINED SOME 23,000 BOOKS, PERIODICALS, SPECIAL
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PUBLICATIONS, TAPES, FILMS AND RECORDS FROM OVER 1,000 FOREIGN PUBLISHING HOUSES. INCLUDED IN THE DISPLAY WERE 3,000 PUBLICATIONS FROM 103 U.S. PUBLISHERS. IN ADDITION, A SET OF THE MEDICAL ARTS BOOK EXHIBIT WE MADE AVAILABLE TO THE CHINESE THROUGH USLO WAS DISPLAYED.

4. THE CHINESE SPECIFICALLY TIMED THE SCIENCE PUBLICATION EXHIBITION

TO COINCIDE WITH THEIR NATIONAL SCIENCE CONFERENCE HELD MARCH 18-31. THE EXHIBITION WAS INTENDED TO PROVIDE CHINESE SCIENTISTS AND TECHNICIANS AN OPPORTUNITY TO BRING THEMSELVES UP TO DATE WITH FOREIGN SCIENTIFIC DEVELOPMENTS AS PART OF THE PRC'S MODERNIZATION EFFORT. ONLY INDIVIDUALS HAVING A KNOWLEDGE OF A FOREIGN LANGUAGE AND ENGAGED IN SCIENTIFIC WORK WERE ALLOWED TO CONSULT THE BOOKS DISPLAYED AND TO REQUEST COPIES THROUGH THE EXHIBITION SPONSOR, THE CHINA NATIONAL PUBLICATIONS IMPORT CORPORATION (CNPIC). DESPITE THIS LIMITATION, OVER 80,000 PERSONS VISITED THE EXHIBITION.

5. WHEN U.S. AMBASSADOR LEONARD WOODCOCK AND OTHER U.S. LIAISON OFFICE OFFICIALS VISITED THE EXHIBITION APRIL 14, THEY WERE SINGLED OUT FOR A GUIDED TOUR OF THE DISPLAYS BY TING PO, HEAD OF CNPIC. TING ADVISED AMBASSADOR WOODCOCK THAT A SIMILAR EXHIBITION OF 5,000 BOOKS IS PLANNED TO OPEN SOON IN HARBIN, AND THE HARBIN AND PEKING EXHIBITIONS ARE SCHEDULED TO BE SHOWN IN THE CITIES OF SIAN, CHENG TU, CHUNGKING, CANTON, NANKING, SHANGHAI AND WUHAN OVER THE COMING YEAR. TING CONFIRMED THAT THE CNPIC PLANS TO HOLD A SIMILAR EXHIBITION ANNUALLY IN A PERMANENT BUILDING ONCE SUITABLE SPACE CAN BE LOCATED.

6. AMBASSADOR WOODCOCK BELIEVES U.S. PARTICIPATION IN THE EXHIBITION WAS VERY SUCCESSFUL AND HAD A VERY POSITIVE IMPACT ON CHINESE PERCEPTIONS OF AMERICAN SCIENCE AND OF AMERICAN PUBLISHING. HE HAS ASKED US TO CONVEY TO THE PARTICIPATING PUBLISHERS HIS APPRECIATION FOR THE FINE SHOW OF INDUSTRY-WIDE COOPERATION IN LIMITED OFFICIAL USE

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THIS EFFORT. COULD YOU HELP US BY PASSING THIS MESSAGE ALONG TO ASSOCIATION OF AMERICAN PUBLISHERS MEMBER PUBLISHERS WHO PARTICIPATED IN THE PEKING EXHIBITION? IF YOU THINK IT APPROPRIATE, PERHAPS PAT MCLAUGHLIN CAN ALSO ARRANGE A NOTICE IN PUBLISHER'S WEEKLY. I AM SENDING A SIMILAR LETTER TO JACK PUTNAM AT THE ASSOCIATION OF AMERICAN UNIVERSITY PRESSES IN THE EVENT HE MAY WISH TO ISSUE A NOTICE TO HIS MEMBERSHIP. END TEXT.

7. LETTER WILL BE SIGNED BY DAN PEIZER, AGENCY BOOK PROMOTIONS OFFICE, WHO IS ICA CONTACT WITH PUBLISHERS PARTICIPATING IN PEKING EXHIBITION. VANCE

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